

King of the Road

HCI – 440 Team Project 4
Usability Plan

Magnum Opus (Group 9)

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Executive Summary

The King of the Road mobile application is a simple and easy way to supplement your road trip by allowing a traveler to track their trip, track costs associated with a trip, find recommendations for food, lodging and attractions, and finally, to share their trip with others.

At the time of the completion of this paper, Magnum Opus has completed the discovery and requirements definitions, conceptual design, initial prototyping phase, and most recently, the usability test plan.

The purpose of this paper is to communicate our proposed usability test plan. Contained within is an accounting of our methodology, test script, task listing, post task questions, and post testing questions. Upon completion of the usability-testing plan listed below, we believe that we will be in an advantageous position to proceed with the King of the Road project.

Methodology

Participants and Demographics

Magnum Opus will ask 8 participants to evaluate King of the Road. These participants will be between the ages of 20 and 40 and vary in gender and education level. These participants will also be familiar with technology and own iPhones.

Session Testing Information

The usability sessions will take place in a quiet office on Saturday February 25, 2012. Each session will have one observer and one evaluator for a total of 8 sessions. Each session will last between 30 - 40 minutes. The session will not be video taped due to time and equipment availability.

The usability test will be informal, consisting of paper prototypes and tasks. Evaluators will be read a scenario and then given a set of tasks to perform using the paper prototypes. The evaluators will be asked to follow the “think aloud” protocol while the working through the tasks. After an evaluator finishes a task, they will be asked a series of questions about the task. Evaluators will also be asked a series of questions at the end of the session.

We will be collecting data by notes taken while the evaluator is performing tasks. We’ll note reactions, comments and general attitude while using the tasks. We will also administer surveys with a 1 -5 scale.

We have chosen this approach due to time constraints, ease of administration and familiarity with the process. We also think this approach will give us the most insight with such a small group of evaluators.

Test Script

Read to participant

Thank you for agreeing to participate in the evaluation of King of the Road. KOTR is a new iPhone app that can be used while on a road trip. The app was designed to track expenses, find attractions, read reviews and share your trip with friends.

Today we are asking you to complete a set of tasks using the KOTR app. The goal is to see how easy or difficult you find the tasks. My name is _____. I'm here to record the reactions and comments you make while completing each set of tasks. During this session I will present you with paper prototypes that will simulate each of the screens you will encounter while performing tasks.

While performing the tasks, I would like you to think aloud. If you are unfamiliar with this term, it just means to speak out your thoughts while performing each task. This will help me know where you are experiencing frustration or confusion and also where you are finding ease in your experience. Please speak as descriptively as possible when you are performing your tasks. You will also be asked a series of questions after each task and at the end of the entire session.

Here are some things that you should know about your participation:

- This is not a test of you; you're testing the app. So don't worry about making mistakes.
- There is no right or wrong answer. We really just want to know if we designed the app well for you.
- If you ever feel that you are lost or cannot complete a task with the information that you have been given, please let me know and move on to the next task.
- This session should only take about 30 - 40 minutes from start to end.

Do you have any questions before we begin?

Tasks

Task 1 – Start Trip

Read to participant: Imagine you are about to hit the road for your summer road trip. You've just downloaded a new app called King of the Road. You click the icon on your iPhone and are presented with this screen: *[hand the participant the home screen for KOTR]*.

Please perform the following tasks:

- a. Create a new trip
- b. Enter a name for your trip
- c. Add a stop to your trip

Task 2 – Share Trip

Read to participant: After 4 long days of driving you decide to end this leg of your trip. You are tired but your friends want to know where you've been and so you want to quickly share the trip. You end your trip and are presented with this screen: *[hand the participant the screen for Trip Sharing]*

Please perform the following tasks:

- a. Share your trip
- b. Choose the days you want to share
- c. Choose what information about the trip you want to share
- d. Decide how you want to share your trip

Task 3 – Budgeting

Read to participant: Imagine that your road trip has a specific budget and you need to stick a strict dollar amount per day. KOTR allows you to track your expenses, please enter an expense now: *[hand the participant the home screen for KOTR]*.

Please perform the following tasks:

- a. Track a new expense
- b. Choose a category to track (for example: gas, food, lodging)
- c. Save the expense

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Task 4 – Look up a stop

Read to participant: Imagine that you need to find a gas station while driving. You want to make sure it's close by and has certain amenities. You also want to find a clean bathroom and a gas station with snacks. *[hand the participant the home screen for KOTR].*

Please perform the following tasks:

- a. Find a gas station
- b. Review the information available for the station
- c. View a map and directions for the gas station

Post Task Questions

Task 1: User starts a new trip

1. On a scale of 1 to 5, with 5 being the easiest, how easy was it to start a new trip?
1 2 3 4 5
2. On a scale of 1 to 5, with 5 being the easiest, how easy was it to enter destination address?
1 2 3 4 5
3. Was it easy to add stops to the trip?
Y N
4. What information was missing from the trip configuration?
5. What would you change about adding new trip task?

Task 2: Trip Sharing

1. On a scale of 1 to 5, with 5 being the easiest, how easy was it easy to share the trip?
1 2 3 4 5
2. Was it easy to select the days of the trip to share?
Y N
3. Would you like to share multiple days at once?
Y N
4. Would you like to see more details about all the days before sharing?
Y N
5. Was there too many different share options?
Y N
6. What other share options would you like to see?
7. What would you change about sharing the trip task?

Task3: Budgeting the Cost of the Trip

1. Was it straight forward how the expenses can be added?
Y N
2. Was it easy to add different type of expenses?
Y N
3. Would you like to add new expense categories on the fly?
Y N
4. Would you like to see the list of the expenses?

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Y N

5. What would you like to change about the budgeting trip task?

Task 4: Lookup Stops

1. On a scale of 1 to 5, with 5 being the easiest, how easy was it to find a stop?
1 2 3 4 5
2. On a scale of 1 to 5, with 5 being the easiest, how hard was it to find the direction for the stop?
1 2 3 4 5
3. Was it easy to find recommendations for the stop?
Y N
4. How could the process of looking up the stop be changed?

Post Test Questions

- 1.) What is your overall impression of the application?
- 2.) What are two things about the application that you liked?
- 3.) What are two things about the application that you didn't like?
- 4.) If you could change something about the application, what would you change?

Contributions

| Team Member | Contribution |
|------------------------|---|
| Elizabeth Keyes | <ul style="list-style-type: none">• Post Test Questions• Editor |
| Agnes Pura | <ul style="list-style-type: none">• Post Task Questions |
| Irma Rodela | <ul style="list-style-type: none">• Methodology• Test Script• Compile Paper |
| Eric VanHorn | <ul style="list-style-type: none">• Executive Summary• Final Edits |